

Statewide Lodging Performance First Quarter 2007

Market/Year	YEAR TO DATE				
	Occupancy	ADR	RevPAR	Demand	Supply
<i>United States</i>					
2006	60.1%	\$96.78	\$58.14	235,637,067	392,215,650
2007	59.5%	\$102.71	\$61.14	236,233,986	396,842,769
% change	-1.0%	6.1%	5.2%	0.3%	1.2%
<i>Mountain Region</i>					
2006	65.0%	\$103.52	\$67.34	30,659,080	47,135,883
2007	65.0%	\$111.36	\$72.43	30,665,232	47,147,374
% change	0.0%	7.6%	7.6%	0.0%	0.0%
<i>State of Arizona</i>					
2006	74.1%	\$115.49	\$85.57	6,680,170	9,016,156
2007	74.0%	\$126.03	\$93.25	6,637,516	8,970,511
% change	-0.1%	9.1%	9.0%	-0.6%	-0.5%
<i>Metro Phoenix</i>					
2006	81.1%	\$136.09	\$110.41	3,896,960	4,803,393
2007	81.2%	\$148.38	\$120.45	3,875,187	4,773,858
% change	0.1%	9.0%	9.1%	-0.6%	-0.6%
<i>Metro Tucson</i>					
2006	79.1%	\$114.15	\$90.27	1,102,322	1,393,920
2007	79.2%	\$126.07	\$99.86	1,083,778	1,368,270
% change	0.1%	10.4%	10.6%	-1.7%	-1.8%

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.